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RECEIVED

JUL 22 2002

OFFICE OF PETITIONS

DOCKET NO. MET1.0002

PATENT APPLICATION

COMBINED DECLARATION AND POWER OF ATTORNEY FOR PATENT APPLICATION

As a below named inventor of an invention titled **SYSTEM AND METHOD FOR BEHAVIORAL MODEL CLUSTERING IN TELEVISION USAGE, TARGETED ADVERTISING VIA MODEL CLUSTERING, AND PREFERENCE PROGRAMMING BASED ON BEHAVIORAL MODEL CLUSTERS**, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled **SYSTEM AND METHOD FOR BEHAVIORAL MODEL CLUSTERING IN TELEVISION USAGE, TARGETED ADVERTISING VIA MODEL CLUSTERING, AND PREFERENCE PROGRAMMING BASED ON BEHAVIORAL MODEL CLUSTERS** the specification of which (check one)

is attached hereto
 was filed on January 9, 2002 Application Serial No. 10/643,698
and was amended on (or amended through)
(If applicable)

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment(s) referred to above.

I acknowledge the duty to disclose information which is material to the examination of this application in accordance with Title 37, Code of Federal Regulations, Sec. 1.56(a).

I hereby claim foreign priority benefits under Title 35, United States Code, Sec. 119 of any foreign application(s) for patent or inventor's certificate listed below and two also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

| | |
|------------------------------|---------------------|
| Prior Foreign Application(s) | Priority Claimed |
|------------------------------|---------------------|

| | | | | |
|--------|---------|----------------------|-----|----|
| Number | Country | Day/Month/Year Filed | Yes | No |
|--------|---------|----------------------|-----|----|

I hereby claim priority benefits under Title 35, United States Code Sec. 119(e) of the below listed United States provisional application(s):

| | |
|------------|-----------------|
| 60/260,745 | January 9, 2001 |
|------------|-----------------|

| | |
|------------------|-------------|
| Appl. Serial No. | Filing Date |
|------------------|-------------|

I hereby claim the benefit under Title 35, United States Code, Sec. 120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, Sec. 112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, Sec. 1.56(a) which occurred between the filing date of the prior application and the national or PCT international filing date of this application.

| | | |
|------------------|-------------|--|
| Appl. Serial No. | Filing Date | Status (patented, pending, abandoned) |
|------------------|-------------|--|

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SHERMAN & SHERMAN

ATTORNEYS AT LAW

DOCKET NO. MPT1.0002

PATENT APPLICATION

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

I/(We) hereby appoint the following attorneys to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith: KENNETH L. SHERMAN, Registrado No. 33,763 op:

SHERMAN & SHERMAN, A.P.C.
2229 Century Park East
Seventh Floor
Los Angeles, California 90067
Tel: (310) 783-3200

with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith, and all future telephone calls and correspondence should be directed and/or addressed to Kenneth L. Sherman, Sherman & Sherman.

37 C.F.R. § 1.47 (1) and 35 U.S.C. § 116 P 2 require all available joint inventors to file an application "on behalf" of themselves and on behalf of a joint inventor who "cannot" be found or reached after diligent effort, "or who refuses to "join" in an application." M.P.B.P. § 409.03 (e), 6th ed., rev. 3 (emphasis added). See also 62 Fed. Reg. 53,131, 53 137, 203 O.G. 68 (Oct. 10, 1997).

I, the above named joint inventor and have signed this declaration on my own behalf and also sign this declaration under 37 CFR 1.47(a) on behalf of the non-signing inventor, particular for whom are:

Isaac Bernolla who is the tenth listed inventor and who refuses to sign

NOTE: The name of the non-signing inventor should preferably also be filled in at the appropriate prior space in the declaration, adding the words "non-signing inventor" completed on added page."

Citizenship: United States of America is the believed citizenship place of the non-signing inventor
Believed last known address for non-signing inventor: 517 36th Avenue, Apt. 201, San Francisco, California 94121

NOTE: Ordinarily, the last known address will be the last known residence of the non-signing inventor(s). A post office box is insufficient. Other addresses at which the non-signing inventor(s) may be reached should also be given. These can best be given in the Statement of Facts In Support of Filing on Behalf of Non-Signing Inventor. M.P.B.P. § 409.03(e), 6th ed.

II. Accompanying this declaration is:

- (1) A Declaration and Statement of Facts in Support of Filing on Behalf of Non-Signing Inventor
- (2) A Petition Under 37 CFR 1.47(a) and Appropriate Fee

Full name of sole or first inventor: Isaac Bernolla

Investor's signature: *[Signature]* Date:

Residence: 517 36th Avenue, Apt. 201, San Francisco, California 94121

Citizenship: United States

Post Office Address: Same as above

Full name of sole or second inventor: Yiming Zhen

Investor's signature: *[Signature]* Date: 7/12/2002

Residence: 4800 La Habra St., Union City, California 94587

Citizenship: British

Post Office Address: Same as above

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DOCKET NO. MET1.0002

PATENT APPLICATION

Full name or sole or third inventor: Leibek K. Ismail

Inventor's signature: *[Signature]*

Date:

7/11/02

Residence: 1169 Hyde Street #35, San Francisco, California 94109

Citizenship: Indian

Post Office Address: Same as above

Full name of sole or third inventor: Richard Humpfchen

Inventor's signature: *[Signature]*

Date:

7/11/02

Residence: 343 Lower Vinaem Circle, Fremont, California 94539

Citizenship: British

Post Office Address: Same as above

CERTIFICATE OF MAILINGI hereby certify that this correspondence is being deposited with the United States Postal Service first class mail in an envelope addressed to the:
Assistant Commissioner for Patents, Washington, D.C. 20231 on July 11, 2002.

Evelyn Menilvar

(Type or print name of person mailing paper)

[Signature]
Signature of person mailing paper

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